

GOAL THREE: Stakeholder Education

Enhance the knowledge of families, businesses and child care providers regarding the significance of quality child care.

Accomplishments:

- Formed Future Investments for Children: Upstate Community Economic Development Leaders Engaged in Improving the Quality of Child Care. Current members, include representatives from the Cities of Greenville, Mauldin and Spartanburg, the County of Greenville, Clemson ICAR, Verizon Wireless, Greenville Area Development Corporation, Align HR, Greater Greenville Chamber of Commerce, Mauldin Chamber of Commerce, Mary Black Foundation, United Way of the Piedmont and United Way of Greenville County.
- Adopted by the City of Greenville: resolution to support the National League of Cities Platform for Strengthening Families & Improving Outcomes for Children & Youth.
- Created the Community Links to Learning initiative establishing a system whereby employers can donate supplies and/or volunteer expertise to help out child care programs.
- Partnered with Hands on Greenville to link employers and child care providers to paint classrooms, build gardens, mulch playgrounds and donate carpet or other resources to improve the learning environment.
- Launched United Way of America's AdCouncil Born Learning Campaign. Early Childhood Development - Ages & Stages, Literacy material was distributed through child care providers and PSA's aired on WYFF, and billboards posted throughout Greenville.
- Improved access to Child Care Resource & Referral via www.childcarehelpline.org or 877-467-4800.
- IBM Corporation donated new PC computers and Young Explorers to Child Care Centers.

GOAL FOUR: Public Policy

Create awareness of child care issues and encourage aggressive solutions by citizens, business and local, state, and federal governments.

Accomplishments:

- Convened 250 business, legislative and community leaders and enhanced their understanding of critical early childhood development issues by sponsoring two Invest in the Workforce of Tomorrow Leadership Learning Series. Keynote speakers: Barry Griswell, CEO & Chairman (Principal Financial Group) in March 2006; and, Rob Grunewald, Economist, Minneapolis Federal Reserve, May 2006.
- Conducted a Mini Child Watch with the Junior League of Greenville to educate community women leaders regarding child care issues
- Launched "Parent Central" newsletter, bringing awareness to parents of child care issues - Sign up at www.childcarehelpline.org
- Collaborated with statewide early education advocates to determine public will for a voluntary quality rating system. Results of 1200 household survey indicated that consumers are willing to pay more for quality child care.



CHILD CARE INITIATIVE STAKEHOLDERS

- A Child's Haven
Align HR
Bon Secours St. Francis Health System
Center for Child Care Career Development
Center for Developmental Services (CDS)
Children's Hospital, Greenville Hospital System
Child Care Resource & Referral of the Upstate
City of Greenville
City of Mauldin
Clear Channel
Clemson University: ICAR
Community Foundation of Greater Greenville
County of Greenville
Department of Social Services - Child Care
Licensing & ABC Child Care Division
Eastside Kiwanis Club
EuroKera North America
First Steps of Greenville County
Furman University
Greenville Area Development Corporation
Greenville County Library System
Greenville County Child Care Association

Greater Greenville Chamber of Commerce
Greenville County Schools - Early Education & Lifelong Learning
Greenville Rotary: Read to Me
Greenville Technical College - Early Education Department
Godshall Staffing Services
Junior League of Greenville
Lapsits for Early Literacy
Hands on Greenville
Mauldin Chamber of Commerce
Mary Black Foundation
PRIDE-Promoting Resources in Developmental Education
Salvation Army: The KROC Center
SHARE Head Start
Strong Communities
The Spinx Corporation
United Way of Greenville County Success By 6[®]
YMCA
YWCA
Verizon Wireless

- Ann Robinson,
Chairwoman*+
Laurie Rovin, Director
Linda Allen
Doris Ballard
Susan Beattie
Stacey Bechtold*+
Philip Belcher
Judy Benedict+
Linda Brees
Michele Brinn
Carolyn Brooks
Jim Burns++
Karen Calhoun+
Dottie Campbell
Karen Cariveau ++
Martha Cooper
Cara Cornelius+
Pattie Currie+
Donna Davies
Scott Dishman
Linda Doherty
Tracy Dozier
Kathy Dunleavy
Lee Eskridge
Stacey Forrester*
Cynthia Fryer
Bob Geolas
Becky Godbey
Don Godbey ++
Dana Grant
Saundra Ground
Jo Watson Hackl +
Dan Haselden
Ben Haskew
Frank Holleman+
Jerry Howard

Shannon Humphries*
Beverly Hunter
Gabe Hunter ++
Dawn Huntley
Roger Hutton
Stephanie Nobel
Ginni Johnson**
Maureen Lambe-Prater
Kathy Lark**
Ginger Lawrence +
Barbara Lee
Susan Lill+
Tracie Lilly
Debbi Lowder +
Deborah Madden**
Phyllis Martin
Millie McDonald
Susan McKinney
Molly Metz
Sue Meyers*+
Lori Moody*
John Moore
Anneice Newkirk
Debra Nodine
Jarriet Norris
Doris Paez*
Bill Page
Noelle Patrick
William Pendleton
Ann Pfeiffer
Teresa Phillips
Pat Pomeroy
Patricia Ravenhorst +
Tunky Riley
Linda Russell
Cate Ryba
Doris Ballard Santanello

Dawn Scott
Liz Seaman
Kim Sellers
Michelle Shain++
Jenny Sharpe
Nicole Shea
Susan Shi
Midge Simpson **
Ava Smith +
Linda Smith
Nicole Smith
Lewis Smoak+
Diane Smock++
Karen Sparkman
Chris Steed
Lynda Stokes-Kimak**
Juliane Taylor**
Melissa Thomas
Ida Thompson
Bernard Tisdale*+
Vicki Todd**
Joni Thomas
Myrna Turner
Jane Watkins**
Melissa Windham**
David White*
Jane Witowski
Kendra Williams*
Ralph Williams
- Key: *Parent
**Child Care Provider
+Business Leader
*+ Parent/Business Leader
++Elected Official

United Way Success By 6[®]

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Child Care Resource & Referral
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THE GREENVILLE COUNTY
CHILD CARE INITIATIVE

Status Report
2006





HISTORY

In the Spring of 2002, **United Way Success By 6**® convened a group of Greenville County citizens representing governmental agencies, higher education, public and private child care providers, public schools and non-profit organizations to form a Local Council, the Greenville County Child Care Initiative. Today the Initiative is a formal committee of United Way of Greenville County.

The Child Care Initiative is focused on the coordination and expansion of high quality early care and education, providing information regarding child care issues and seizing opportunities to shape public policy. The Child Care Initiative works to achieve four goals. They are:

GOAL ONE: Quality

Advance the quality of child care, practices and policies, and the education and compensation of the staff.

Accomplishments:

- Created Child Development Center template that can be shared with potential companies/organizations who are interested in building/starting a new child care center.
- Submitted template to the Salvation Army's KROC Center as a mold for its high quality child development center.
- Conducted bi-annual Community Resource Training to help caregivers better understand what resources are in Greenville to support children and families. 110 Caregivers were in attendance.
- Child Care Resource & Referral provider newsletter has been redesigned to be more informative of early childhood education best practices.

GOAL TWO: Availability & Affordability

Expand the availability and affordability of quality child care programs in all geographic regions of Greenville.

Accomplishments:

- Surveyed Child Care Providers to determine needs and interests for additional training to better assist special needs children.
- Consulted with the KROC Center, Furman University and the YMCA of Greenville to explore building new child development centers, which if built, will increase the availability and affordability of quality child care in Greenville County.
- Established Business of Child Care program, funded by the Hollingsworth Trust Foundation. This is an intensive mentoring and training program provided to 7 Child Care Centers in Greenville to improve business practices. Additionally, 30 child care center directors attended small business practices classes offered by First Steps of Greenville but held at the Greenville Chamber.
- Continued successful Human Resources Certificate Series. This class has been incorporated into the regular programming of Greenville County Schools Lifelong Learning division.

HOW ARE WE DOING?

OUR GOAL: Quality	2002	2006	TREND
• Total number of providers meeting highest quality standards (NAEYC)	11	20	Better
• Total number of Early Childhood Development (ECD) Credentials earned (passed ECD 101) this year	124	110	Worse
• Of those who received the ECD Credentials, this number were on the TEACH scholarship	59	59	Equal
• Total number of Early Childhood Development (ECD) Associates Degree earned this year	8	16	Better
• Of those who received the ECD Associates, this number were on the TEACH scholarship	1	2	Better
OUR GOAL: Availability & Affordability			
• ABC Enhanced Quality Centers - total number in Greenville	39	51	Better
• NAEYC Accredited Centers that accept ABC Child Care Subsidy Vouchers	8	8	Equal
• Where do parents CHOOSE to use the ABC Child Care Subsidy Vouchers?	2,090	2,402	Better
Minimum Quality ABC Centers	184	118	Better ²
Enhanced Quality ABC Centers	675	795	Better
NAEYC Accredited Centers	20	29	Better
• USDA Food Care Program: Percentage of Centers participating	15%	20%	Better
• USDA Food Care Program: Percentage of Family Child Caregivers participating	30%	22%	Worse
OUR GOAL: Stakeholder Education			
• SC Family Friendly Workplace Applications	3	N/A	Worse
• Thousands of dollars supporting this effort	0	\$20,000	Better
• Child Care Initiative Active Partners participating in this initiative	0	41	Better
OUR GOAL: Public Policy			
• Dollars in Greenville County First Steps State Funding (FY 05)	\$2,350,000	\$1,200,000	Worse ³
• Dollars in Greenville's ABC Voucher System (FY 05) (July 1, 2004–June 30, 2005)	\$3,500,000	\$4,530,038	Better

¹ Data reported is from SC Department of Social Services (DSS) Advocates for Better Care (ABC), Greenville County First Steps, the Center for Child Care Career Development (CCCCD), and Greenville Technical College (July 1, 2005 through June 30, 2006)

² Goal is to have fewer parents choose minimal quality child care.

³ Legislative allocation to Greenville County First Steps has increased 5.7% in the last year.

CURRENT AVAILABILITY OF CHILD CARE:

- 109 Center Based Providers (For-Profit, Faith Based, and Not-For-Profit)
 - 102 Family Child Care Providers
- 13 Head Start Centers
 - 40 Preschool/Mother's Morning Out Programs
 - 39 After School Programs

All children and families should have the benefit of a quality, comprehensive early care and education system. It is this premise that prompted Greenville County community stakeholders to look closely at the role child care has in the vision of **United Way Success By 6**® that all children enter school ready to succeed.

In 2001, Greenville County completed an Early Childhood System Study: Quality, Availability and Affordability of Child Care. One year later, community partners announced baseline figures and formed the Greenville County Child Care Initiative (CCI). The CCI informed the community that we would convene stakeholders to address issues that impact school success and the workforce of tomorrow. With this action Greenville leads South Carolina in effective collaboration among early childhood leadership. Four years later, our partnership continues to strengthen and grow in its membership. We are active on both state and local committees examining gaps, identifying and implementing solutions.

In 2002, we promised a report card each year, and each year we have delivered. 2006 marks some progress. Are we where we want to be? No, but we are making progress. Our work with local municipal government and upstate business is yielding success. The formation of a children’s economic development group, *Future Investments for Children: Community Leaders Focusing on Quality Child Care* occurred Fall 2005. Business and municipal partners are working along side early childhood experts to address child care issues. Through Hands on Greenville five companies worked in child care centers to enhance the quality of the centers environments. Additionally, EuroKera North America & The Spinx Corporation participated in the Success By 6 Partners In Productivity initiative examining their own family friendly business practices to determine how they could best help their employees to satisfy their child care needs.

In South Carolina this year, an infant-toddler Associate Degree became a new certificate program of the technical college system. While this is good, most child care programs in Greenville continue to operate with child care staff that lack proper training in early childhood education. Wages average \$6.80/hour — contributing further to teacher turnover and poor quality child care.

Greenville is growing! Employers are choosing to expand and relocate companies to our region. Early care and education advocates and community leaders must continue our efforts to work together to expand the availability and affordability of quality early care and education programs.